Azooki, a UK travel e-commerce start up focusing on Asia, raises £250,000 in seed capital

Tuesday 10 November, 2015

Azooki **has announced that it has recently raised £250,000 in seed capital from a group of Angel investors.** Azooki helps you to book and uncover amazing things to do in Asia's most enchanting destinations and to share your treasured moments with those most special to you. Azooki was founded to provide customers from around the world a quick and easy way to book verified personalised tours and experiences across South East Asia.

Focussing on up and coming tourist destinations across South East Asia, Azooki provides safe, high quality, competitively priced experiences which will give customers a day to remember. Azooki has done the hard work to give their customers memories of a lifetime working exclusively with local suppliers. Currently, short of wading through hundreds of pages online or risking in situ purchases where there is little or no quality assurance and can be very time consuming, Azooki has answered these issues and the customer can concentrate on enjoying their vacation.

Co-Founder & CEO, Matti Fruhman had spent several years working and travelling in Asia, and said “if I had a day or two spare on one of my trips, I would always enjoy seeing the destination. What happened was that I couldn't find what I was looking for conveniently. I felt there had to be something out there for simple, easy, verified experiences which were locally organised and the seeds of Azooki were born. It became clear very early on in the business that Azooki would attract all ages, families, individuals or couples who wanted to experience the region and I am pleased to say we have already achieved this."

Co-Founder & CMO, Oron Barber said “we realised very early on that to be successful we needed to be rooted both in the markets from where our customers will come from as well as locally in the region. Customers can book in their local currencies and don't have to worry about exchange rates and can speak directly to our call centre with our award winning travel advisors. The current trend is that tourists are by-passing the traditional travel agents and use, Booking.com for hotels, Skyscanner for flights or Tripadvisor for the resort choices. It is our aspiration that tourists will choose Azooki for their experiences in South East Asia."

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